

**Kyiv National University of Trade and Economics
Faculty of Trade and Marketing**

**Information Package
European Credit Transfer and Accumulation System
(ECTS)**

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| Field of knowledge | 07 “Management and Administration” |
| Specialty | 075 Marketing |
| Specialization | “Marketing”, “Advertising Business” |
| Education level | Bachelor |

Kyiv 2018

3. Educational program in specialty 075 “Marketing” (specialization “Marketing”), Program team manager is Candidate of Economic Sciences, Assoc. Professor of the Department of Marketing N.B. Tkachenko

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| 1 – General information | |
| Full name of IHE and structural unit | Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, the Department of Marketing and Advertising |
| Level of higher education and qualification name in the original language | Degree in Higher Education “Bachelor” specialty “Marketing” specialization “Marketing” |
| Educational program official name | “Marketing” |
| Diploma type and volume of the program | Bachelor’s degree, 240 ECTS credits, period of training – 4 years |
| Accreditation | Certificate of Accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2024, on the basis of the order of the Ministry of Education and Science of Ukraine dated December 19, 2016, № 1565 |
| Cycle\Level | HPK Ukraine – 7 level, FQ-EHEA – first cycle, EQF-LLL – 6 level |
| Preconditions | – complete general secondary education; – conditions for admission to the program are regulated by the Rules of admission to KNUTE. |
| Languages of instruction | Ukrainian |
| Program validity period | until July 1, 2024 |
| Internet address for permanent placement of the program description | https://www.knteu.kiev.ua |
| 2 – Educational program aim | |
| Formation of professional knowledge and practical skills necessary for effective solution of the tasks of marketing activity. The marketer investigates the market, its market conditions, needs and demand, forms the product, price, marketing and communication policy of the enterprise on the basis of marketing. | |
| 3 – Educational program characteristics | |
| Subject area (sphere of knowledge, speciality, | Field of knowledge 07 “Management and Administration” Specialty 075 “Marketing” Specialization “Marketing” |

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| and specialization) | Disciplines that form basic competencies – 52.8% Discipline at the choice of the applicant of higher education – 17.6% Practical training – 28,7% Attestation – 0.9% |
| Educational program orientation | Educational and professional. The program consists of disciplines of social and humanitarian, natural and fundamental sciences, professional and practical training. |
| Main focus of the educational program and specialization | Formation of professional competence in the ability to carry out marketing activities at the enterprise. Keywords: marketing, marketing activity of the enterprise, content marketing, social media marketing (SMM), client-oriented market research, marketing research. |
| Features of the program | The presence of a variable component of professionally oriented disciplines for work in the field of marketing; 2 months in-plant training engaged in marketing activities. |
| 4 – Graduate employability and further learning | |
| Employability | The graduate is suitable for employment in positions according to the National Classifier of Professions DK 003: 2010: head of the enterprise assistant (institution, organization); chain supplier; sales organizer; commercial agent; trading agent; trader (business service and advertising). |
| further learning | The possibility of second cycle degree program FQ-EHEA, level 7 EQF and level 8 NLC. |
| 5 – Training and assessment | |
| teaching and learning | Student-centered learning, competency approach in the design and implementation of training programs. |
| assessment | Written examinations |
| 6 – Program competence | |
| integral competence (IC) | Ability to solve complex specialized problems and practical problems in the field of marketing activity or in the process of learning, which involves the application of certain theories and methods of the corresponding science and it is characterized by complexity and uncertainty of the conditions. |
| general competence (GC) | GC 1. Ability to apply knowledge in practice. GC 2. Oral and written native language communication. GC 3. Knowledge of the second language. GC 4. PS Skills. GC 5. Research skills. GC 6. Self Education Skills GC 7. Work in a team. |

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| | <p>GC 8. Information skills (ability to find and analyze information from different sources).</p> <p>GC 9. Ability to generate new ideas (creativity).</p> <p>GC 10. Compliance with professional ethics.</p> |
| <p>professional competence (PC)</p> | <p>PC 1. Ability to identify general economic processes and assess their impact on marketing activities of business entities.</p> <p>PC 2. Ability to demonstrate the understanding of the nature and content of marketing theory and functional relationship between its components.</p> <p>PC 3. Ability to apply correctly methods, techniques and marketing tools.</p> <p>PC 4. Ability to conduct market researches of goods and services, interpret their results in order to substantiate managerial decisions.</p> <p>PC 5. Ability to substantiate, present and implement the results of marketing research.</p> <p>PC 6. Ability to analyze consumers' behavior and to use the results of analysis in marketing promotion of products, services and ideas.</p> <p>PC 7. Ability to study the competitiveness of products and enterprises in general and to develop measures to improve it.</p> <p>PC 8. Ability to conduct marketing research of consumer demand.</p> <p>PC 9. Ability to use new information technologies in marketing activity of enterprises.</p> <p>PC 10. Ability to determine the impact of functional areas of marketing on the results of economic activity of market actors.</p> <p>PC 11. Ability to develop and to implement a marketing plan for the company.</p> <p>PC 12. Ability to justify marketing projects.</p> <p>PC 13. Ability to assess the image of the enterprise and to justify measures for its improvement.</p> <p>PC 14. Ability to use innovations in marketing activity of the enterprise and to assess their effectiveness.</p> <p>PC 15. Ability to analyze marketing environment and to take into account its results when making marketing decisions.</p> <p>PC 16. Ability to develop marketing support for business development.</p> <p>PC 17. Ability to justify marketing managerial decisions based on profit and cost analysis.</p> <p>PC 18. Ability to formulate marketing policy (commodity,</p> |

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| | price, sales and communication) at the enterprise, aimed at achieving strategic goals and assess its effectiveness. |
| 7 – Program learning outcomes (PLO) | |
| | <p>PLO 1. To apply the methods of scientific knowledge, analysis and synthesis in practical activity.</p> <p>PLO 2. To apply the acquired general scientific and fundamental knowledge to solve practical problems in the field of marketing.</p> <p>PLO 3. To use digital information and communication technologies as well as software products for proper marketing activity and practical application of marketing tools.</p> <p>PLO 4. To set up marketing research goals, to conduct analysis and interpretation of research results</p> <p>PLO 5. To evaluate and analyze the state of the company's marketing environment.</p> <p>PLO 6. To collect and analyze necessary information, to calculate marketing indicators, to justify management decisions based on the use of the necessary analytical and methodical tools.</p> <p>PLO 7. The communication in a foreign language for professional purposes</p> <p>PLO 8. To build statistical tables, business charts, to reveal regularities and tendencies of development of the studied phenomena.</p> |
| | <p>PLO 9. To use knowledge about the classification of food and non-food products; factors of the formation of properties and quality; assortment of food products and non-food products; principles of product sorting; factors for preserving the quality of food and non-food products.</p> <p>PLO 10. To show the ability to determine and evaluate the nutritional properties of food and non-food products; to use normative documents; to analyze and evaluate the structure of the assortment of food products and non-food products; to ensure their preservation in the process of commodity circulation.</p> <p>PLO 11. To form the program of marketing communications of the enterprise and to evaluate its efficiency.</p> <p>PLO 12. To substantiate the choice of media carriers and to develop media plans.</p> <p>PLO 13. To explore the competitiveness of goods and services.</p> <p>PLO 14. To develop customers' service standard.</p> <p>PLO 15. To develop adverts.</p> <p>PLO 16. To create client bases.</p> |

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| | <p>PLO 17. To develop distributor Network; to develop strategies of differentiated interaction with the company's customers through distributors and dealers in the market, to use effective methods of increasing sales in retail and in the B2B market.</p> <p>PLO 18. To develop strategies of managing purchasing and sales logistics of the enterprise; to optimize inventory and freight flows in warehouses; to substantiate the choice of transport and to calculate the efficiency of its use; to form a system of logistic service.</p> <p>PLO 19. To analyze the product range of the company.</p> <p>PLO 20. To use modern software technologies for processing marketing information to solve practical marketing tasks.</p> <p>PLO 21. To develop commodity, price and communication strategies of the company by marketing tools.</p> <p>PLO 22. To explore the business environment, to know the process of creating enterprise activity.</p> <p>PLO 23. To organize and conduct business negotiations, to solve controversial problems in the negotiation process.</p> <p>PLO 24. To create promotional materials using software applications CorelDraw, Adobe Photoshop.</p> <p>PLO 25. To form a program of public relations, to identify information threats; to determine the compliance of information activity with the laws of Ukraine; to plan and organize measures to counteract information attacks.</p> |
| 8 – Resource support for program implementation | |
| staff support | <p>The Department of Marketing and Advertising of KNUTE is graduate and responsible for the preparation of bachelors in marketing. The staff support is in compliance with the Licensing Conditions for conducting educational activities of educational institutions.</p> <p>100% of the faculty members involved in teaching professionally oriented disciplines have academic degrees in their specialty and they have a high level of professional training.</p> <p>In order to improve professional level, all scientific and teaching staff undertake an internship one time every five years.</p> <p>Labor contracts have been concluded with all scientific and teaching staff.</p> |
| material and technical support | <p>Provision of training rooms, computer workspaces, multimedia equipment meets the need.</p> <p>There is all necessary social and domestic infrastructure, the number of places in the dormitories suit the requirements.</p> |

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| | <p>Provision of premises for training and control activities – 4 m². per person.</p> <p>40% of the classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of KNUTE: libraries, including reading room, catering facilities, assembly hall, gymnasium, stadium, medical center, dormitories.</p> |
| information and educational-methodical support | <p>Existing distance learning system MOODLE provides independent and individual training.</p> <p>The technological requirements for educational, methodological and informational provision of educational activities are adhered at KNUTE.</p> <p>There is access to databases of periodical scientific publications in English of the corresponding or related profile (it is possible to share the bases of several educational institutions)</p> <p>There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / educational and scientific / publishing / attestation (scientific staff) activities, educational and scientific structural divisions and their composition, list of educational disciplines, admission rules and contact information): https://www.knteu.kiev.ua/.</p> <p>There are educational and methodological materials of the curriculum in the Distance Learning Laboratory of KNUTE: http://dist.knteu.kiev.ua</p> |
| 9 – Academic mobility | |
| national credit mobility | <p>Individual agreements on academic mobility are allowed for studying and conducting research at universities and scientific institutions of Ukraine.</p> <p>Credits received at other universities in Ukraine are recalculated according to the certificate on academic mobility.</p> |
| international credit | <p>KNUTE participates in the Erasmus + program in the direction of K1 by concluding agreements with:</p> <ol style="list-style-type: none"> 1. University of Grenoble Alps (Grenoble, France). Educational Degree: Bachelor. Specialty: Economics and Management. 2. University of Central Lancashire (Preston, UK). Educational Degree: Bachelor. Specialty: Business Communication. |
| training of overseas students | <p>Training of overseas students is conducted on the general terms or on an individual schedule, provided if they study Ukrainian language in the volume of 6 ECTS credits, which are additionally provided for by the curriculum.</p> |

2. List of educational program components

2.1. List of EP components

| code | Components of the educational program (academic disciplines, term projects (papers), placement, qualification exam, final qualification work | amount of credits | forms of final control |
|---------------------------------------|--|-------------------|------------------------|
| compulsory components of EP | | | |
| EP 1 | Psychology | 6 | examination |
| EP 2 | Foreign Language for Specific Purposes | 24 | examination |
| EP 3 | Science of Law | 6 | examination |
| EP 4 | Statistics | 6 | examination |
| EP 5 | Philosophy | 6 | examination |
| EP 6 | Safety of Life | 6 | examination |
| EP 7 | Economic Theory | 6 | examination |
| EP 8 | Office Computer Technology | 6 | examination |
| EP 9 | Management | 6 | examination |
| EP 10 | Commodity studies. Non-food Science | 6 | examination |
| EP 11 | Commodity studies. Food Science | 6 | examination |
| EP 12 | Marketing | 5 | examination |
| 12.1 | Marketing Term Project | 1 | credit |
| EP 13 | Enterprise Economics | 6 | examination |
| EP 14 | Marketing Communications | 5 | examination |
| 14.1 | Marketing Communications Term Project | 1 | credit |
| EP 15 | Business accounting | 6 | examination |
| EP 16 | Consumers Behavior | 6 | examination |
| EP 17 | Marketing Researches | 6 | examination |
| EP 18 | Logistics | 6 | examination |
| EP 19 | Sales Management and Merchandising | 6 | examination |
| EP 20 | Advertising | 7 | examination |
| EP 21 | International Marketing | 6 | examination |
| EP 22 | Marketing Commodity and Pricing Policy | 10,5 | examination |
| EP 23 | Modeling of Financial and Economic Activity of the Enterprise | 6 | examination |
| EP 24 | Trade Organization | 4,5 | examination |
| Total amount of compulsory components | | 180 | - |
| Optional components of EP | | | |
| OC 1.1. | Advanced and Applied Mathematics | 6 | examination |
| OC 1.2. | Ecology | 6 | examination |

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| OC 1.3. | History of Ukraine | 6 | examination |
| OC 1.4. | History of Ukrainian Culture | 6 | examination |
| OC 1.5. | Ukrainian Language (for specific purposes) | 6 | examination |
| OC 2.1. | National Interests in World Geopolitics and Geoeconomics | 6 | examination |
| OC 2.2. | Fundamentals of Entrepreneurship | 6 | examination |
| OC 2.3. | Psychology of Trade | 6 | examination |
| OC 2.4. | Sectoral Markets Theory | 6 | examination |
| OC 3.1. | Information Wars | 6 | examination |
| OC 3.2. | Politology | 6 | examination |
| OC 3.3. | Sociology | 6 | examination |
| OC 4.1. | Diplomatic and Business Protocol and Etiquette | 6 | examination |
| OC 4.2. | Computer Graphics in Advertising | 6 | examination |
| OC 4.3. | Marketing services | 6 | examination |
| OC 4.4. | Advertising on the Internet | 6 | examination |
| OC 4.5. | Direct Marketing | 6 | examination |
| OC 4.6. | Theory of Public Relations | 6 | examination |
| OC 5.1. | Design in Advertising | 6 | examination |
| OC 5.2. | Economic Analysis | 6 | examination |
| OC 5.3. | Media Planning | 6 | examination |
| OC 5.4. | Trading Equipment | 6 | examination |
| OC 5.5. | Trade Marketing | 6 | examination |
| Total volume of optional components | | 60 | - |
| Practical training | | | |
| Industrial placement 1 | | 3 | credit |
| Industrial placement 2 | | 6 | credit |
| Attestation | | | |
| Preparation for a qualification exam and attestation | | 3 | examination |
| Total volume of optional components: | | 60 | - |
| TOTAL EP VOLUME | | 240 | - |

Form of attestation of applicants for higher education

The attestation of graduates of the educational program of the specialty 075 “Marketing” is conducted in the form of a qualification examination in accordance with the Regulations on the attestation of applicants for higher education and the examination commission for attestation at the Kyiv National University of Trade and Economics, approved by the Academic Council of KNUTE on January 28,

2016 (protocol № 7) and ends with the issuing document of the established sample on awarding the bachelor's degree with the qualification: the degree of higher education "Bachelor" specialty "Marketing" specialization "Marketing" for students who received during the attestation grade from 60 to 100 points.